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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 18

Complete if Known

Application Number	10/798,340
Filing Date	12 March 2004
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	3627
Examiner Name	Laneau, Ronald
Attorney Docket Number	11032-3068

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
PL		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
		4,775,935		YOURICK	10-04-1988	
		4,789,235		BORAH et al.	12-06-1988	
		4,850,007		MARINO et al.	07-18-1989	
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		4,996,642		HEY	02-26-1991	
		5,027,400		BAJI et al.	06-25-1991	
		5,099,422		FORESMAN et al.	03-24-1992	
		5,105,184		PIRANI et al.	04-14-1992	
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		5,191,410		MCCALLEY et al.	03-02-1993	
		5,220,501		LAWLOR et al.	06-15-1993	
		5,253,341		ROZMANITH et al.	10-12-1993	
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		5,283,731		LALONDE et al.	02-01-1994	
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		5,347,632		FILEPP et al.	09-13-1994	
		5,355,327		STENT et al.	10-11-1994	
		5,361,393		ROSSILLO	11-01-1994	
		5,377,354		SCANNELL et al.	12-27-1994	
		5,412,416		NEMIROFSKY	05-02-1995	
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		5,448,625		LEDERMAN	09-05-1995	
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		5,469,206		STRUBBE et al.	11-21-1995	
		5,475,819		MILLER et al.	12-12-1995	
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		5,504,744		ADAMS et al.	04-02-1996	
PL		5,504,894		FERGUSON et al.	04-02-1996	

Examiner
Signature

Ronald Laneau

Date
Considered

3/22/05

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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
Sheet 2 of 18		Application Number 10/798,340			
		Filing Date 12 March 2004			
		First Named Inventor Dwight Allen MERRIMAN			
		Group Art Unit 3627			
		Examiner Name Laneau, Ronald			
		Attorney Docket Number 11032-3068			

PL		5,515,098		CARLES	05-07-1996	
		5,515,270		WEINBLATT	05-07-1996	
		5,537,542		EILERT et al.	07-16-1996	
		5,550,746		JACOBS	08-27-1996	
		5,559,548		DAVIS et al.	09-24-1996	
		5,566,353		CHO et al.	10-15-1996	
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		5,584,025		KEITHLEY et al.	12-10-1996	
		5,594,910		FILEPP et al.	01-14-1997	
		5,598,536		SLAUGHTER, III et al.	01-28-1997	
		5,600,364		HENDRICKS et al.	02-04-1997	
		5,621,812		DEATON et al.	04-15-1997	
		5,636,346		SAXE	06-03-1997	
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		5,692,132		HOGAN	11-25-1997	
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		5,708,780		LEVERGOOD et al.	01-13-1998	
		5,710,887		CHELLIAH et al.	01-20-1998	
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		5,717,923		DEDRICK	02-10-1998	
		5,721,827		LOGAN et al.	02-24-1998	
		5,724,424		GIFFORD	03-03-1998	
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		5,734,828		PENDSE et al.	03-31-1998	
		5,737,619		JUDSON	04-07-1998	
		5,740,252		MINOR et al.	04-14-1998	
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		5,751,956		KIRSCH	05-12-1998	
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		5,754,772		LEAF	05-19-1998	
		5,754,938		HERZ et al.	05-19-1998	
		5,754,939		HERZ et al.	05-19-1998	
PL		5,757,917		ROSE et al.	05-26-1998	

Examiner Signature	Ronald Laneau	Date Considered	3/22/05
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Sheet	3	of	18	Application Number	10/798,340
				Filing Date	12 March 2004
				First Named Inventor	Dwight Allen MERRIMAN
				Group Art Unit	3627
				Examiner Name	Laneau, Ronald
				Attorney Docket Number	11032-3068

RL		5,761,601		NEMIROFSKY et al.	06-02-1998	
		5,768,521		DEDRICK	06-16-1998	
		5,774,170		HITE et al.	06-30-1998	
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		5,809,242		SHAW et al.	09-15-1998	
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		5,815,148		TANAKA	09-29-1998	
		5,819,285		DAMICO et al.	10-06-1998	
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RL		6,006,252		WOLFE	12-21-1999	

Examiner Signature		Date Considered	3/22/05
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				Group Art Unit	3627
				Examiner Name	Laneau, Ronald
				Attorney Docket Number	11032-3068
Sheet	4	of	18		

PL		6,016,509		DEDRICK	01-18-2000	
		6,020,887		LORING et al.	02-01-2000	
		6,026,368		BROWN et al.	02-15-2000	
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		6,052,554		HENDRICKS et al.	04-18-2000	
		6,061,659		MURRAY	05-09-2000	
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		6,185,586		JUDSON	02-06-2001	
PL		2003/0023489	A1	MCGUIRE et al.	01-30-2003	

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Sheet	5	of	18
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FOREIGN PATENT DOCUMENTS								
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		Office ³	Number ⁴	Kind Code ⁵ (if known)				
RL		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
		EP	0 355 697	A2,A3, B1	BAJI et al.	02-28-1990		
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		EP	0 749 081	A1	REILLY et al.	12-18-1996		
		EP	0 749 081	B1	REILLY et al.	11-04-1998		
		EP	0 814 419	A2	YADA	12-29-1997		
		EP	0 818 742	A1	RENSHAW et al.	01-14-1998		
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		EP	0 838 769	A2	CHOUNG et al.	04-29-1998		
		EP	0 849 689	A2,A3	NISHIO et al.	06-24-1998		
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		JP	9091215		OKITA et al.	04-04-1997		
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		WO	84/01382	A1	WEISHAUP et al.	04-12-1984		
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		WO	94/23383	A1	LALONDE	10-13-1994		
		WO (EP)	95/12176 (0 728 339)	A2,A3, A4	KEITHLEY et al.	05-04-1995		
		WO	95/13587	A1	OGATA	05-18-1995		
		WO (EP)	95/16971 (0 734 556)	A1,A4	GIFFORD	06-22-1995		
		WO	96/30864	A1	SCHENA et al.	10-03-1996		
RL		WO	96/31848	A2,A3	BURDON et al.	09-10-1996		

Examiner Signature	Ronald Laneau	Date Considered	3/22/05
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Sheet	6	of	18	Attorney Docket Number	11032-3068

RL		WO	96/36926	A1	MCDONALD et al.	11-21-1996		
		WO	96/38796	A1	MOHR	12-05-1996		
		WO	96/38796	B1	MOHR	03-18-1998		
		(EP)	(0 829 058)					
		WO	96/39668	A1	TOADER	12-12-1996		
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		(EP)	(0 886 825)					
		WO	97/21183	A1	NAQVI et al.	06-12-1997		
		WO	97/41673	A2,A3	GERACE	11-06-1997		
		WO	98/34189	A1	SALSIBURY et al.	09-06-1998		
RL		WO	98/57275	A2,A3	KAVAK	12-17-1998		

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Sheet	7	of	18												

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
RL		17625888; Java and Blackbird: extending the Web.....; Seybold Reoport on Publishing Systems; October 23, 1995	
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995	
		17594025; HotWired and Neilsem team to verify usage data; Electronic Marketplace Report; July 4, 1995	
		17225819; Write once, publish many times; Ratcliffe; Digital Media; August 7, 1995	
		17189959; Product View seeks funding for 3Q launch of ad-supported...; Electronic Marketplace Report; May 16, 1995	
		17244186; Free E-Mail with Postage Stamp "Ads"; Newsbytes; July 3, 1995	
		CWK19951009S0006; Search-engine advertising; Frook; Communications Week; November 9, 1995	
		www5conf.inria.fr; Ubiquitous Advertising on the WWW; Kohda et al; Fifth International WWW Conference; May 6-10, 1996	
		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (<http://www.bountyquest.com/>; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (http://www.bountyquest.com/winner/bschuster.htm; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Piror Art; (http://www.bountyquest.com/patentinfo/doucleclickart.htm; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); (http://www.bountyquest.com/images/doubleclickPage9.gif; printed on 3/9/01)	
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; (http://bountyquest.com/images/doubleclickGet.gif; printed on 3/9/01)	
RL		CNET Press Release titled "About CNET; (http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html; printed on 3/9/01)	

Examiner Signature		Date Considered	3/22/05
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Substitute for form 1449A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/798,340
		Filing Date	12 March 2004
		First Named Inventor	Dwight Allen MERRIMAN
		Group Art Unit	3627
		Examiner Name	Laneau, Ronald
Sheet 8 of 18	Attorney Docket Number	11032-3068	

PL		ADMedium Newsletter linked from Bounty Quest Website; (http://uts.cc.utexas.edu/tecas/nl9_2_96.html; printed on 4/4/01)	
1		Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss. 2. Available online at http://internetworld.com. Feb. 1996.	
		Metcalf, Bob "From the Ether", InfoWorld, v.18 iss.3. Available at http://infoworld.com, Aug. 1996.	
		NetGravity AdServer 2.0 Announcement. Available at http://netgravity.com, Oct. 1996.	
		Kohda Yet al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pp. 1493-1499.	
		Cashing in: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.	
		Improved Internet security enabling..., PC Week, v12, n11, p1(2), 3/20/1995.	
		Internet access: Internet marketing revolution..., EDGE Work-Group Computing Report, v7, n316, p2(1), 6/3/1996.	
		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.	
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.	
		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.	
		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.	
		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.	
		Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; (http://www.zeff.com/learn/zdu/advertising/zinman.html; printed on 2/7/00)	
		CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; (http://home.cnet.com/aboutcnet/0-13613-7-808021.html; printed on 11/26/99)	
		Hypertext Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)	
PL		Webster's Third New International Dictionary of the English Language Unabridged, 1967, page 2171 "some"	

Examiner Signature	Ronald Laneau	Date Considered	3/22/05
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	Filing Date	12 March 2004			
	First Named Inventor	Dwight Allen MERRIMAN			
	Group Art Unit	3627			
	Examiner Name	Laneau, Ronald			
Sheet	9	of	18	Attorney Docket Number	11032-3068

RL		Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"	
		Bill Harvey, The Expanded ARF Model: Bridge to the Accountable Advertising Future, Journal of Advertising Research, March/April 1997, pp. 11-20	
		Cespedes & Smith, Database Marketing: New Rules for Policy and Practice, Sloan Management Review, Summer, 1993, pp. 7-22	
		Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247	
		Miller, B., "GroupLens: An Open Architecture for Collaborative Filtering," ftp://ftp.cs.umn.edu/users/bmiller/prop.ps, Univ. of Minn., pp. 1-18, Oct. 1995	
		Upendra Shardanand, "Social Information Filtering for Music Recommendation" Sep. 1994, pp. 1-93, Massachusetts Institute of Technology, Thesis.	
		"WWW.barnesandnoble.com" ("WWW.firefly.com"), web site pages, 12 pages, printed out on Jan. 21, 1998 (origination date unknown)	
		"WWW.amazon.com", web site pages, 15 pages, printed out on Jan. 21, 1998 (origination date unknown)	
		Microsoft Press Computer Dictionary Third Edition, 1997, pp. 271 ("junction"), 285 ("link"), 331 ("node")	
		51st IETF - Whois enhancement BOF (whoisfix), August 1, 2001	
		DOUBLECLICK MEASURES BEYOND THE CLICK WITH NEW "SPOTLIGHT" SOFTWARE, September 4, 1996, Doubleclick	
		DOUBLECLICK UNVEILS INTERNET AD TRACKING PRODUCT, September 4, 1996, Reuter Financial Report	
		DOUBLECLICK SHINES ITS SPOTLIGHT, September 5, 1996, Advertising Age - Interactive Daily	
		SPOTLIGHT ON DOUBLECLICK, September 13, 1996, Information & Interactive Services Report	
		TRACKING SERVICES TALLIES AD RESPONSE, ONLINE ORDERS, September 16, 1996, DMNews	
RL		LURING IN CUSTOMERS VIA WEB ADVERTISING, October 1996, Business Strategies	

Examiner Signature	Ronald Laneau	Date Considered	3/22/05
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		Application Number	10/798,340
		Filing Date	12 March 2004
		First Named Inventor	Dwight Allen MERRIMAN
		Group Art Unit	3627
		Examiner Name	Laneau, Ronald
		Attorney Docket Number	11032-3068

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
RL		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		LinkMarket; David Zinman et al.; SD005573-SD005574	
		"ONLINE MARKETING:..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
		David Zinman; http://www.focalink.com/dzinman/bio.html ; SD005586	
		"Seeing A Gap..."; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587	
		"readme. 1st:..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589	
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
		"MEDIA DAILY SPECIAL:..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
		"Working the Web:..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	
		"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607	
RL		"Unraveling a tangled Web:..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	

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Sheet		11	of	18	Application Number 10/798,340
					Filing Date 12 March 2004
					First Named Inventor Dwight Allen MERRIMAN
					Group Art Unit 3627
					Examiner Name Laneau, Ronald
					Attorney Docket Number 11032-3068

RL		"Web Site Links:..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
		"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
		"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
		"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
		Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
		FocaLink Technology; August 30, 1995; Z00010-Z00011 / SD027081-SD027082	
		Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
		For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; http://link.w3.com; Z00014 / SD027085	
		Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
		Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
		Link Marketing; Z00022-Z00027 / SD027093-SD027098	
		LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	
		LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
RL		LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	

Examiner Signature		Date Considered	3/22/05
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Sheet		12	of	18	Application Number 10/798,340
					Filing Date 12 March 2004
					First Named Inventor Dwight Allen MERRIMAN
					Group Art Unit 3627
					Examiner Name Laneau, Ronald
					Attorney Docket Number 11032-3068

RL		FocalLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
1		Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142	
		SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145	
		Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
		FocaLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
		Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
		Information Request; September 12, 1995; Z00080 / SD027151	
		Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
		FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
		Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
		RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
		RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
		RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
		Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
		Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	
		Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
RL		Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170	

Examiner Signature	Ronald Laneau	Date Considered	3/23/05
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	Examiner Name	Laneau, Ronald			
	Attorney Docket Number	11032-3068			
Sheet	13	of	18		

RL		Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
		CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
		from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
		We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175	
		Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176	
		Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178	
		Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
		FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184	
		FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
		I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188	
		FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
		Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
		Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194	
		Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
		Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198	
		Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
RL		November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	

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				Examiner Name	Laneau, Ronald
				Attorney Docket Number	11032-3068
Sheet	14	of	18		

PL		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
		FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
		FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
		Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
		Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
		FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
		Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
		Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225	
		Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
		Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
		FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
		I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
		Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
		FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	
		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
PL		Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	

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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Complete if Known	
Sheet	15	of	18	Application Number	10/798,340
				Filing Date	12 March 2004
				First Named Inventor	Dwight Allen MERRIMAN
				Group Art Unit	3627
				Examiner Name	Laneau, Ronald
				Attorney Docket Number	11032-3068

RL		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD27248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	
		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
RL		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	

Examiner Signature		Date Considered	3/23/05
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¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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		Application Number	10/798,340
		Filing Date	12 March 2004
		First Named Inventor	Dwight Allen MERRIMAN
		Group Art Unit	3627
		Examiner Name	Laneau, Ronald
		Attorney Docket Number	11032-3068

RL		Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
		Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
		Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
		ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
		URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
		HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
		Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
		Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
		Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
		Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
		Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
		Answer to your request; April 8, 1996; Z00223 / SD027288	
		Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	
		Oracle and Intel; April 12, 1996; Z00226 / SD027291	
Rk		Doubleclick; April 16, 1996; Z00227 / SD027292	

Examiner Signature		Date Considered	3/23/05
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				First Named Inventor	Dwight Allen MERRIMAN
				Group Art Unit	3627
				Examiner Name	Laneau, Ronald
				Attorney Docket Number	11032-3068
Sheet	17	of	18		

RL		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	
		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
RL		"FOCALINK"; DC004278A	

Examiner Signature		Date Considered	3/23/05
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				Filing Date	12 March 2004
				First Named Inventor	Dwight Allen MERRIMAN
				Group Art Unit	3627
				Examiner Name	Laneau, Ronald
				Attorney Docket Number	11032-3068

RL		"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		"Link Marketing"; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109	
RL		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

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